

Message Text

UNCLASSIFIED

PAGE 01 ACCRA 06829 160835Z

15
ACTION FSI-03

INFO OCT-01 AF-08 ISO-00 EB-07 COME-00 /019 W

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R 151527Z SEP 76
FM AMEMBASSY ACCRA
TO SECSTATE WASHDC 4390
INFO AMEMBASSY ABIDJAN 3559

UNCLAS ACCRA 6829

E.O. 11652: N/A
TAGS: AFSI, GH
SUBJ: OVERSEAS MARKETING RESEARCH SEMINAR, ABIDJAN,
NOVEMBER 8-19, 1976

REF: STATE 214238

1. EMBASSY ACCRA NOMINATES COMMERCIAL OFFICER ALBERT L. GLAD TO ATTEND NOVEMBER OVERSEAS MARKETING RESEARCH SEMINAR IN ABIDJAN. GLAD HAS PRIMARY RESPONSIBILITY FOR POST'S COMMERCIAL PROGRAM. GHANA IS ONE OF LARGEST MARKETS IN WEST AFRICA. U.S. SALES CONTINUE TO EXPAND ACCOUNTING FOR 16.8 PERCENT OF TOTAL IMPORTS FIRST THREE QUARTERS OF 1975. ALTHOUGH GHANA NOW SUFFERING FOREIGN EXCHANGE CONSTRAINT, LONGER TERM OUTLOOK FOR EXPANDING MARKET HERE IS MORE PROMISING.

2. GLAD AN E/C OFFICER, HAS SUCCESSFULLY COMPLETED FSI 26 WEEK ECON COURSE IN 1973, BUT HAS NO FORMAL TRAINING IN MARKET RESEARCH. GLAD WILL REMAIN ACCRA TWO MORE YEARS.
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Message Attributes

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Disposition Event:
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